Omni

Reduced carcinogens. Premium

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## Carcinogen Reduction Results

We have extensive data regarding

reductions of carcinogens

and other compounds in Omni's Mainstream and Sidestream smoke.

### Mainstream Smoke Reduction Charts

Omni's reductions in carcinogens and other compounds were measured using **three different methods:**

1. **FTC Method**
2. **Massachusetts Method**
3. **Canadian Intense Method**

To see the results, click on the links below.

The data in the charts compares Omni with the leading national full-flavored brand.

- **1. FTC Method Chart**
  The Federal Trade Commission (FTC) method for comparing the yields of a wide range of chemical constituents in the mainstream smoke from a burning cigarette was developed by the U.S. government in 1967. The FTC method uses a specific puffing regimen of a 35 ml puff of 2 seconds in duration every 60 seconds with none of the filter ventilation holes blocked. A common criticism of the FTC method is that it does not accurately mimic the smoking behavior of most smokers thereby underestimating the yields of smoke constituents inhaled.
- **2. The Massachusetts Method Chart**
  In 1997, the Massachusetts Department of Public Health implemented changes to the way it tested and rated

### Sidestream Smoke Reduction Chart

Get info about the significant reductions of carcinogens and other compounds that we've achieved in Omni's sidestream smoke.
See the numbers.

### Scientific Papers

Get 1R4F data.
See the numbers.



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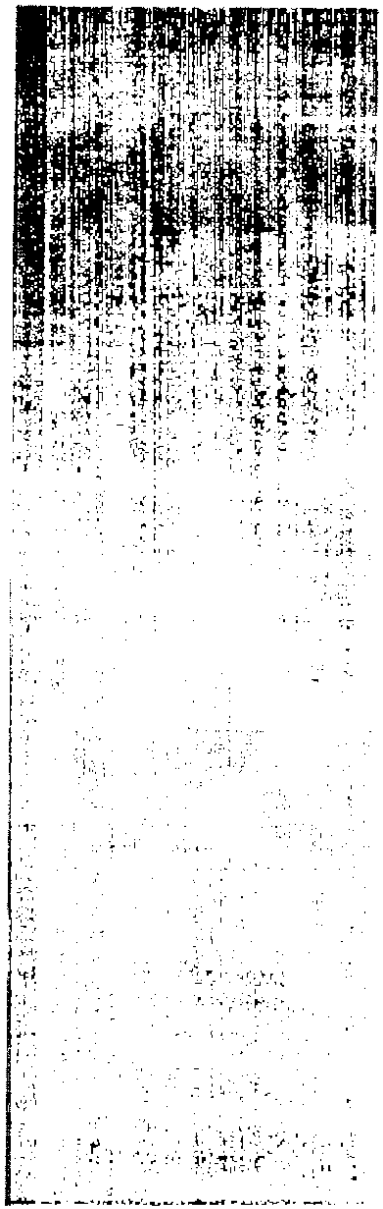
Source: https://www.industrydocuments.ucsf.edu/docs/jmdk0001



implemented changes to the way it tested and rated cigarette yields to more closely approximate most smoking behaviors. The Massachusetts method consists of 45 ml puffs of 2-second duration every 30 seconds with 50% of the filter ventilation holes blocked.

- **3. The Canadian Intense Method Chart**
  The Canadian government recently adopted this modified version of the International Organization for Standardization (ISO) Method #3308. The puff volume is increased to 55 mL, the interval between puffs is decreased to 30 seconds, and 100% of the filter ventilation holes are blocked. In reality, the smoking behavior of a majority of smokers will be somewhere between the FTC method and the Canadian Intense Method.

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SURGEON GENERAL'S WARNING Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

WARNING: Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, catechols, and organics) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, other harmful by-products, and increased levels of nitric oxide.

Ol. -41 Kings and 100s: 15 mg. "tar," 1.0 mg. nicotine. Light Kings: 12 mg. "tar," 0.8 mg. nicotine. Ultra Light 100s: 6 mg. "tar," 0.5 mg. nicotine, av. per cigarette by FTC Method

Reductions in carcinogens are in comparison to similar competitive brand styles.

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